

Adopted: September 2001, Revised: _____

Class Title: Manager of Publications & Direct Communications

BRIEF DESCRIPTION OF THE CLASSIFICATION:

Develops public information strategies, City publications, interactive voice response and websites to communicate with citizens and employees responding to residents' needs and encouraging their engagement in community improvement.

ESSENTIAL FUNCTIONS:

This information is intended to be descriptive of the key responsibilities of the classification. The following examples do not identify all duties performed by any single incumbent. Specific requirements of individual positions are described in the Job Description.

Physical Strength Code		ESSENTIAL FUNCTIONS
1	S	Develops various publications and websites by compiling, writing, and editing articles, assigning the writing of articles to personnel or outside parties as needed, working with personnel to develop graphics, design, and layouts.
2	S	Develops public relations strategies by consulting with personnel and other departments.

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CLASS REQUIREMENTS:

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Formal Education / Knowledge	Work requires broad knowledge in a general professional or technical field. Knowledge is normally acquired through four years of college resulting in a Bachelor's degree or equivalent.
Experience	Five years experience in highly professional writing/editing. Understanding of web communication.
Certifications and Other Requirements	Valid Operator's Driver's License
Reading	Work requires the ability to read various reports, publications, and related materials.
Math	Work requires the ability to perform general math calculations.
Writing	Work requires the ability to write policies, articles, and related materials.
Managerial	Managerial responsibilities include developing the content and layout of website and publications, and assigning and overseeing work activities.
Budget Responsibility	Researches for documents, compiles data for computer entry, and/or enters or oversees data entry and has responsibility for monitoring budget expenditures (typically non-discretionary expenditures) for a work unit of less than bureau size.
Supervisory / Organizational Control	Work requires supervising and monitoring performance for a regular group of employees in a work unit including providing input on hiring/disciplinary actions and work objectives/effectiveness, and realigning work as needed.
Complexity	Work requires analysis and judgment in accomplishing diversified duties. Work requires the exercise of independent thinking within the limits of policies, standards, and precedents.
Interpersonal / Human Relations Skills	Incumbents contact others within the organization. These contacts may involve similar work units or departments within the City which may be involved in decision making or providing approval or decision making authority for purchases or projects. In addition, these incumbents work with individuals outside the City who may belong to professional or peer organizations. Working with various state and federal agencies may also be required of the employee. Vendors and suppliers may also be called upon for information on purchases, supplies or products. Meetings and discussions may be conducted with customers, brokers and sales representatives.

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OVERALL PHYSICAL STRENGTH DEMANDS:

Sedentary X	Light	Medium	Heavy	Very Heavy
S = Sedentary Exerting up to 10 lbs. occasionally or negligible weights frequently; sitting most of the time	L = Light Exerting up to 20 lbs. occasionally, 10 lbs. frequently, or negligible amounts constantly OR requires walking or standing to a significant degree.	M = Medium Exerting 20-50 lbs. occasionally, 10-25 lbs. frequently, or up to 10 lbs. constantly.	H = Heavy Exerting 50-100 lbs. occasionally, 25-50 lbs. frequently, or up to 10- 20 lbs. constantly.	VH = Very Heavy Exerting over 100 lbs. occasionally, 50-100 lbs. frequently, or up to 20-50 lbs. constantly.

PHYSICAL DEMANDS:

C = Continuously 2/3 or more of the time.	F = Frequently From 1/3 to 2/3 of the time.	O = Occasionally Up to 1/3 of the time.	R = Rarely Less than 1 hour per week.	N = Never Never occurs.
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This is a description of the way the job is currently performed; it does not address the potential for accommodation.

PHYSICAL DEMANDS	FREQUENCY CODE	DESCRIPTION
Standing	O	Consulting with personnel, observing work activities, during interviews, taking photos
Sitting	F	Computer, meetings, driving
Walking	O	To and from office equipment, meetings, and other offices, during interviews
Lifting	O	Boxes, books, office supplies, equipment
Carrying	O	Boxes, books, office supplies, equipment
Pushing/Pulling	R	Desk drawers
Reaching	N	
Handling	O	Paperwork
Fine Dexterity	F	Computer keyboard, telephone keypad, writing
Kneeling	N	
Crouching	N	
Crawling	N	
Bending	N	
Twisting	N	
Climbing	O	Stairs
Balancing	N	
Vision	C	Computer, reading, observing work activities, taking photos, driving
Hearing	C	Staff, supervisor, general public
Talking	F	Staff, supervisor, general public
Foot Controls	O	Driving
Other (specify)	N	

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MACHINES, TOOLS, EQUIPMENT, AND WORK AIDS:

Computer, Standard Microsoft Windows and Office software, layout and graphics software, telephone, TV, scanner, laser or inkjet printer, fax machine, camera.

ENVIRONMENTAL FACTORS:

D = Daily	W = Several Times Per Week	M = Several Times Per Month	S = Seasonally	N = Never
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HEALTH AND SAFETY		ENVIRONMENTAL FACTORS		PRIMARY WORK LOCATION	
Mechanical Hazards	N	Dirt and Dust	N	Office Environment	X
Chemical Hazards	N	Extreme Temperatures	N	Warehouse	--
Electrical Hazards	N	Noise and Vibration	N	Shop	--
Fire Hazards	N	Fumes and Odors	N	Vehicle	--
Explosives	N	Wetness/Humidity	N	Outdoors	--
Communicable Diseases	N	Darkness or Poor Lighting	N	Other (see 2 below)	--
Physical Danger or Abuse	N				
Other (see 1 below)	N				

(1)

(2)

PROTECTIVE EQUIPMENT REQUIRED:

None

NON-PHYSICAL DEMANDS:

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NON-PHYSICAL DEMANDS	
Time Pressures	F
Emergency Situations	N
Frequent Change of Tasks	F
Irregular Work Schedule/Overtime	F
Performing Multiple Tasks Simultaneously	F
Working Closely with Others as Part of a Team	F
Tedious or Exacting Work	O
Noisy/Distracting Environment	O
Other	N